

# Lincoln County Public Library

## 2019-2023

### Introduction

The Lincoln County Public Library began discussing the need for a new strategic plan in 2017. The library worked with Lori Garkovich, Community Development facilitator from the University of Kentucky to gather the data necessary to develop a strategic plan that identified and responded to community needs.

The desired outcomes of the process were to (a) engage the public, library users, and core constituency groups, (b) to create goals, objectives, and activities, and (c) address the implications of the proposed goals on the Library's existing services, funding, technology, staffing, and facilities.

In the fall of 2017, the Lincoln County Library Board and staff decided to assess the patterns of use of their services and programs. Library patrons could choose to complete a survey either on line or as a hard copy. One hundred and ten (110) library patrons completed the survey. Overwhelmingly, the survey responses showed that the majority (86%) of people agreed that the library is "very important to you and your family".

The Library hopes that this Strategic Plan provides priorities which will continue to be important long after the Library has completed this plan cycle. The Library will be focusing on goals that are community based.

The priorities that were identified as the result of the community surveys will primarily determine the goals that the Library sets; and what activities that the Library participates, as well as the resources the Library develops to fulfill those goals.

The strategic plan will be echoed in updated Library procedures and processes and will form the basis for Library methodology in the future.

It is our hope that the Library can be a leader in creating a strong Lincoln County.

### Mission Statement

The Lincoln County Public Library exists to connect individuals and groups to resources and opportunities that satisfy the community's intellectual curiosity, provide enjoyment, and enhance the quality of life so that residents will be informed, educated, life-long learners.

# Goals & Objectives

## Board of Trustees:

**Goal:** The Lincoln County Public Library Board of Trustees fully supports the mission, vision and goals of the Library. The board is proactive in the community as advocates for the Library. The board is transparent and accountable to the public in all of its actions.

## Objectives

1. Support efforts to increase the Library's status to "Exemplary Library" in accordance with the standards approved by the Kentucky Public Library Association.
  - a. Annually identify realistic priorities to increase rating.
2. Support development and growth of library services that exceed the expectations of patrons and the community.
  - a. Identify and achieve best practices while maintaining excellence in the core functions of the Library.
  - b. Encourage the library director and staff to develop and maintain relationships with members of regional, state and national associations and libraries.
3. Actively pursue opportunities to improve skills and knowledge to govern the Library as a member of the Board of Trustees.
  - a. Attend educational training/workshops to improve communication and leadership skills.
  - b. Attend state and national-level conferences to learn about best practices and successful innovation.
4. Develop a plan for recruitment and training of new advisory board members.
  - a. Provide informational brochure and application to interested community members.
  - b. Provide orientation to new members.

## Increasing Access: Reducing barriers

**Goal:** Residents will have access to materials at convenient locations throughout the county.

## Objectives:

1. Provide Bookmobile service through the county
  - a. Outreach staff will evaluate the need and plan to purchase a bookmobile
  - b. Identify wants and needs for vehicle and obtain 3 bids for price
  - c. Staff will develop the budget for operation
  - d. The board will develop policies and procedures related to bookmobile service
  - e. Staff will develop an operational plan for the use of the vehicle including routes and frequency.
2. Increase access by removing barriers to service

- a. The board will identify services that may be provided without charge. For services that charges are required, the board will determine the lowest fee possible.
- b. The board will investigate eliminating fines on all materials.
- c. The board will review library policies and identify alternative means to allow access to services.
- d. Administration will develop procedures to allow the fullest use of services
3. Install drive up book return
  - a. Library administration will determine specifications and obtain 3 bids
  - b. Board will determine the best option and have it installed
  - c. Administration will develop procedures regarding the use of book return
4. Provide notary Service
5. Board members, administration, and staff will work to identify barriers to library service and provide solutions.
6. Assess the need for book returns in other parts of the county.

## Programs & Services

**Goal:** The Library will provide programs and services that are consistently available. The Library will change or expand basic services as needs emerge. The Library will also provide targeted programs and services to address specific community needs.

### Objectives:

1. Conduct a holistic assessment of the Library 's current programs and services.
  - a. Conduct a yearly evaluation to assess all programs in terms of content, attendance and usefulness.
  - b. Identify basic services provided during all open hours
  - c. Identify gaps in programming and services
2. Identify opportunities to expand or develop specific services offered
  - a. Extend traditional services to underserved or marginalized populations (including age, gender, ethnic, and special needs)
  - b. Encourage staff to experiment with new ideas in programs and services.
3. Reinforce and solidify the Library's role in improving kindergarten readiness among preschool children.
  - a. Aggressively pursue additional outreach to all preschool age children.
  - b. Develop new programs and products that support early literacy.
4. Increase community partnership projects that promote the Library's mission and goals.

## Staff: Retention and training

**Goal:** The Library employs the highest quality staff for completing its mission. Salaries and benefits are competitive and commensurate with experience and education required for each

position. The Library retains exemplary staff through a welcoming culture. The Library provides continuing education for all staff members.

1. Provide excellent service with sincerity, professionalism and courtesy in all dealings with staff and public
  - a. Promote a culture of exceeding expectations
  - b. Recruit and retain competent employees.
2. Improve and provide training for all staff to establish a culture that builds employee confidence.
  - a. Develop annual schedule of staff training days that includes safety, technology, and customer service.
3. Contain personnel costs by evaluating staffing needs annually.
  - a. Monitor the workflow and skills needed to adequately cover staffing requirements for programs and services.
  - b. Add new positions to focus on specific needs of the organization as needed and as budget allows.

## Facilities: Spaces (Virtual & Physical)

**Goal:** The Library's spaces will be safe, welcoming and pleasant for users.

### Objectives:

1. Complete website updates to facilitate ease of use including mobile friendly, SSL certificate, and easy access to the online library (E-books, databases, etc).
2. Provide clear step by step directions on how to access library resources on the web site and on small instruction cards.
3. Develop an instructional PowerPoint and video that can be accessed online by patrons.
4. Provide the community with up to date technology throughout the library.
  - a. Update community room projector
  - b. Assess the needs of installed equipment in rooms 2 and 3.
5. Partition the children's area to define the space more clearly.

## Marketing: Reduce the number of people who don't know

**Goal:** Increased awareness of library services, materials, and programs

### Objective:

1. Increase social media activity for the library
  - a. Post additional photos on the Library's Facebook page and Instagram accounts
    - i. Ask staff members to post one photo with a caption on an assigned day of the week
    - ii. Increase Instagram use to reach different audience
    - iii. Develop a list of Hashtags to be used on social media

- b. Each program or event on the library calendar will also be listed as a Facebook event
  - c. Capture moments at programs or throughout the day to share on social media
    - i. Ask patrons to share their personal photos of visiting the library, attending a library event or participating in a library activity
    - ii.
2. Begin to add the REMIND system to send messages to patrons for upcoming events or programs as well as library closures

## Community Partnerships

**Goal:** The library is a valued community partner that continues to grow and maintain partnerships.

### Objectives:

1. Identify and develop 3 new partnerships to support library programs and services / increase opportunities in the community.
2. Continue to partner and lead the Lincoln County Community Early Childhood Council.
  - a. Write annual grant request to the Governor's office of Early Childhood
  - b. Identify needs of Lincoln County that fit within the grant parameters.
3. Continue to partner and be a co-applicant for the Lincoln County 21<sup>st</sup> Century After School programs
  - a. Provide information on library services and materials to students participating in the program
  - b. Utilize this opportunity to reach more children that are unable to come to the library.
4. Establish a Friends of the Library
  - a. Bring together 3-5 active patrons/supports for a discussion with representatives of Friends of the Library groups from at least 2 other county libraries for discussion of the mission and programs of their groups.
  - b. Empower a small group of patrons to form a Friends of the Library
  - c. Support the establishment of a Lincoln County Friends of the Library as needed.